

# SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



FALL AND WINTER  
1942-43 • CHICAGO





In good quality fabric, \$11.98

In better quality fabric, \$19.98

In our best quality fabric, \$25.00

# The Wrap-tie and Balmacaan

Newest Kerrybrooke\* versions of classic Polo Coat fashions

America's most firmly established polo coat fashions are the youthful Wrap-tie and the smart Balmacaan . . . shown on opposite page. They are first choice for going to market or parties, to school or work. Year after year they're welcomed and worn by women and misses of all ages, all tastes. And today their popularity is greater than ever, because coats like these are such wise investments. Their tried-and-true style will look smart for many seasons to come. The All Wool Fleece fabric will give long-term service. And this splendid tailoring will still hold its good lines after hundreds of wearings. Both these Kerrybrookes come in wide range of sizes, and three value-packed qualities.



**\$11.98**  
Each

## Good quality styles have:

**Fabric** of splendid quality all wool fleece, shown at left, above. It is 65% new wool and 35% reused wool; woven to give beauty, warmth, wear. **Lining** of good Earl-Glo rayon twill is guaranteed to wear for two years. **Interlining** throughout entire coat. **Fastening:** *Wrap-tie* has button at waist and a 2-way belt. Wear fully belted (opposite page) or back-belt only (small view). *Balmacaan* fastens with leather-like buttons. **Tailoring** of fine type. Welt-seamed sleeves. All seams sturdily stitched.

### Wrap-tie in good quality

Color: polo tan shown left, above. State size. Shpg. wt., ea., 4 lbs. 8 oz.  
◆17 ND 6300—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98

### Balmacaan in good quality

Color: polo tan shown at left, above. State size. Shpg. wt., ea., 4 lbs. 8 oz.  
◆17 ND 6303—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98  
◆17 ND 6403—Juniors' sizes: 11, 13, 15, 17, 19.....\$11.98



**\$19.98**  
Each

## Better quality, both styles have:

**Fabric** of superior all wool fleece, shown center, above. 85% new wool, 15% camel's hair. Gorgeously warm and serviceable. **Lining** of fine quality Skinner's rayon satin that is guaranteed to wear for two years. **Interlining**, heavyweight, throughout coat. **Fastening** on *Wrap-tie* is by detachable belt. The *Balmacaan* coat fastens with big rugged buttons of fine real leather. **Tailoring** of excellent quality. Piping, full length of facings; shape-retaining reinforcements at the sleeve edges and inside the fronts. Welt-seamed sleeves; sturdy stitching throughout entire coat.

### Wrap-tie in our better quality

Color: polo tan shown in center, above. State size. Shpg. wt., ea., 5 lbs. 6 oz.  
◆17 ND 6301—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98

### Balmacaan in our better quality

Color: polo tan shown in center, above. State size. Shpg. wt., each, 5 lbs. 6 oz.  
◆17 ND 6304—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98  
◆17 ND 6404—Juniors' sizes: 11, 13, 15, 17, 19.....\$19.98

**\$25.00**  
Each

## Our best quality, both styles have:

**Fabric** of beautiful all wool fleece, shown at right, above. Is 30% soft camel hair, 15% mohair, 30% new wool, 25% reprocessed wool. Fabric to boast about; a coat to treasure for years. **Lining** of excellent Skinner's rayon satin guaranteed to give you splendid wear for two years. **Interlining**, extra-warm weight, throughout coat. **Fastening:** *Wrap-tie* has buttons at waist and a 2-way belt; see opposite and small view. *Balmacaan* fastens with big real leather buttons. **Tailoring** of finest quality. Sleeve linings are sewn in by hand and reinforced. Sleeves, welt-seamed. Front facing piped; reinforced to retain shape. All stitching is extra strong.

### Wrap-tie Coat in our best quality

Color: polo tan, as illustrated at right, above. State size. Shipping weight, 6 lbs. 4 oz.  
◆17 ND 6302—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00

### Balmacaan Coat in our best quality

Color: polo tan illustrated at the right, above. State size. Shipping weight, each, 6 lbs. 4 oz.  
◆17 ND 6305—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00  
◆17 ND 6405—Juniors' sizes: 11, 13, 15, 17 and 19.....\$25.00

## How to order...and customer service information

Check your size...see measurements given on page 1030. For easy terms, see the inside back cover of this book. Wool terms of fabrics are fully explained on page 1029.

Coats marked ◆ on these two pages, shipped from Kansas City or New York, whichever is nearer you. Order, pay postage, only from your nearest Sears mail order house.





Kerrybrooke  
POLO COATS

\*Kerrybrooke is our own name for casual clothes... styles of the minute... fashions wearable for years

Wrap-tie Polo Coat

Balmacaan Polo Coat





In good quality Tweed, \$12.98

In better quality Tweed, \$19.98

In our best quality Tweed, \$29.98

# The Reefer and the Boxy Coat

Kerrybrooke® versions of these classic styles . . . in All Wool Tweed

Most popular coats in America are the softly fitted reefer and the loose easy boxy coat. Other styles come and go . . . but these beautiful classics are forever in fashion. You all love them, look well in them . . . wear them with everything, everywhere. The new Kerrybrooke versions of these tried-and-true styles are shown on opposite page. And now, more than ever, these coats are designed to serve you well, for many seasons. The smart lines will keep their good looks, far into the future. The All Wool Tweed will wear superbly. And the tailoring is Sears finest. Each style comes in Misses' sizes. Each, in three splendid qualities; priced to give generous value for every dollar you spend.



Reefer, back view  
View showing collar closed

In good quality **\$12.98** Each

These features in both styles:

Fabric of our fine quality all Wool Herringbone Tweed; shown at left, above. Is 50% new Wool, 50% reprocessed Wool. Softly, tightly woven for warmth, good looks, long wear. Tailoring that meets all of Sears high standards. Entire coat is cut in well-shaped gores; and sewn with heavy-duty thread, closely stitched. Lining of excellent Earl-Glo Rayon Twill; guaranteed to wear 2 years. Interlining throughout the entire coat, will add to your warmth and comfort on even the coldest Winter days.

In better quality **\$19.98** Each

These features in both styles:

Fabric of superior all Wool Herringbone Tweed; in center, above. Is 92% new Wool, 4% reused Wool, 4% reprocessed Wool. A warm, rugged and handsome material. Tailoring extra fine; piping full length of front facings. Shape-retaining reinforcement across shoulders . . . inside the sleeve edges . . . full length down the fronts. Entire coat beautifully gored. Sturdily evenly stitched with heavy-duty thread. Lining of famous high-standard Skinner's Rayon Satin; guaranteed to wear 2 years. Interlining throughout the entire coat; for extra comfort and weather protection.

In our best quality **\$29.98** Each

Both styles have button-in lining:

Fabric is superlatively fine all new Wool Herringbone Tweed; shown at the right, above. A breath-takingly beautiful weave; luxurious coloring and magnificent texture. Tailoring is superb. Fully gored. Front facings all piped. Fronts, sleeve edges and shoulders reinforced with shape-retaining canvas. Lining is famous Skinner's Rayon Satin; guaranteed to wear handsomely for two full years. Interlining throughout both sleeves of coats. Plus detachable button-in sleeveless lining that make this an all season coat. Lining is Wool quilted between 2 layers of Skinner's Rayon Satin. Satin guaranteed wear 2 years.



Boxy coat, back view  
View showing collar open

**Fitted Reefer in our good quality**  
Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., ea., 5 lbs. ♦17 ND 6306 . . . . . \$12.98

**Boxy Coat in our good quality**  
Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or of Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 5 lbs. ♦17 ND 6309 . . . . . \$12.98

**Fitted Reefer in our better quality**  
Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight of each coat is 5 pounds 6 ounces. ♦17 ND 6307 . . . . . \$19.98

**Boxy Coat in our better quality**  
Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each coat, 5 pounds and 6 oz. ♦17 ND 6310 . . . . . \$19.98

**Our best Reefer; button-in lining**  
Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State your size and choice of color. The shipping weight of each coat is 6 pounds. ♦17 ND 6308 . . . . . \$29.98

**Our Best Boxy; button-in lining**  
Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown, or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and choice of color. The shipping weight of each coat is 6 pounds. ♦17 ND 6311 . . . . . \$29.98

How to order . . . and customer service information

Check your size . . . see measurements, page 1030, back of book. For hats and shoes shown on these pages, please refer to index. For explanation of Wool Terms, see page 1029.

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Kerrybrooke  
COATS

Kerrybrooke® is Sears own name  
for casual clothes. Styles of the  
minute... fashions wearable for years

**The Reefer Coat**

**The Boxy Coat**



See how richly thick this fabric is . . .  
Used for both styles on opposite page

**\$27.50**  
EACH

## Our Greatest Coat Values

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

This year, more than ever, quality pays. You want the finest workmanship, fabric and wear you can get at your price. To meet this trend of the times we bring you our new record-high value. We have made two polo coats that give finer tailoring and material than even Sears ever offered before for \$27.50. This classic Balmacaan and Wrap-tie are tailored superbly. Read the panel below. See the care lavished on every coat. And these materials, like the tailoring, will give lasting satisfaction. For Seasons to come, you'll be warm, feel proud, look lovely in these Kerrybrookes.

Hang of a coat depends on way shoulders are cut. Not squared, not sloped . . . but **CURVED**. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tacked to seams; keeps it in place, prolongs wear.

Lining seams closely over-cast on the inside, to eliminate raveling.

**Finest tailoring ever offered in a Kerrybrooke at this price:**



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulders, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, tacked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Fronts well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Balmacaan Coat** in warm Fleece (80% new Wool, 10% luxurious Camel Hair, 10% Mohair). A handsome material, beautifully tailored as specified in panel above. The classic style is smart and easy to wear. Has good shoulders, three-way Balmacaan neckline, slash pockets. Fastens with fine real leather buttons. Is finished with welt-seamed sleeves and back; open vent at back hem. Fully interlined with specially selected fabric. Lined with Skinner's Rayon Satin guaranteed to wear 2 years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. ♦17 ND 6312—Shipping weight, 5 pounds. . . . . \$27.50

**Double-breasted Wrap-tie Coat** in warm soft sturdy Fleece. It is 80% warm new Wool, 10% luxurious Camel Hair and 10% Mohair. A fabric of great beauty, comfort and wear. Every inch of it tailored supremely well, as specified in panel above. The classic style is becoming to all. Has welt-stained sleeves and back, convertible collar, raglan shoulders, big pockets. Interlined with winter-weight fabric. Fully lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. ♦17 ND 6314—Shipping weight, 5 pounds. . . . . \$27.50

### How to order . . . and customer service information

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At left...back view  
of Balmacaan coat  
At right...back view  
of wrap-tie coat

**Balmacaan \$27.50**

**Wrap-tie \$27.50**

**Kerrybrooke**  
POLO COATS

Kerrybrooke is our own name  
for casual clothes... styles of the  
minute... fashions wearable for years.

♥ PAGE 7 ..... COATS





# \$27.50 **Our Greatest Coat Values**

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

To set the standard for making these coats, we examined the work of fine custom tailors. Ripped it open . . . studied the cut, tailoring, finish. Then gave ourselves the task of adopting all their most important features for these Kerrybrooke classics. Making them of splendid all wool Tweed; selling them for only \$27.50. We've done it! Results are shown on opposite page . . . we believe they break all our records for coats at this price. Two types . . . Reefer and Boy Coat, so every taste, figure and age can wear their perfect style. Choose either, and have one of the year's great values!

Hang of a coat depends on way shoulders are cut. Not squared, not sloped . . . but **CURVED**. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tacked to seams; keeps it in place, prolongs wear.

Lining seams closely over-cast on the inside, to eliminate raveling.

**Finest tailoring ever offered in a Kerrybrooke at this price:**



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulders, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, locked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Fronts well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Reefer**, beautifully gored to fit and flatter every figure. Has piped breast pocket; two slot pockets at hipline. Fastens with button at waist; another button inside holds wide overlap closed. Coat expertly tailored as specified above; added feature is the special tape inside waistline, to hold its good shape through long wear. Warm All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Soldier Blue or Rust Brown. State size and color. Shipping weight of each coat is 5 pounds.

◆ 17 ND 6316—Misses' sizes: 12, 14, 16, 18, 20, 22 . . . \$27.50

**Classic Boy Coat** with sling straps inside the fronts . . . so you can throw coat over your shoulders is the new way. Has convertible collar, stitched flap-pockets. Back vent fastens with button and loop. Entire coat welt-seamed, and expertly tailored as specified in panel above. Splendid All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Rust Brown, or in Soldier Blue. State size and color. Shipping weight, each coat, 5 pounds.

◆ 17 ND 6315—Misses' sizes: 12, 14, 16, 18, 20 . . . \$27.50

◆ 17 ND 6415—Juniors' sizes: 11, 13, 15, 17, 19 . . . \$27.50

## How to order . . . and customer service information

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At left - Back view  
of the Reefer

At right - Back view  
of the Boy Coat

**Classic Reefer \$27.50**

**Classic Boy Coat \$27.50**

**Kerrybrooke**  
COATS

Kerrybrooke is Sears own name for  
casual clothes - styles of the min-  
ute - fashions wearable for years.

♥ PAGE 9 . . . . . COATS





# Warm all wool coats in youthful colors

New trimming . . new details on time-tested Kerrybrooke classics  
 Correctly fitted, young graceful styles for Misses' and Juniors

**\$16<sup>98</sup>**  
 Each

## Cozy fur-collar Reefer



You will be warm, pretty and fashionable in this double-breasted reefer. Has convertible collar of brown beaver-dyed coney fur. Fabric is firmly woven all wool fleece (40% new wool, 60% reused wool); well interlined. Modified raglan style shoulders, and tucking detail over the bust look smart and new. Well-gored silhouette is graceful and youthful. Slot pockets. Lining of de luxe Earl-Glo rayon twill, guaranteed to wear two years. Colors: oatmeal tan. State size.  
 ♦17 ND 6347—Juniors' sizes: 11, 13, 15, 17, 19. Shipping wt., 5 lbs. . . \$16.98

## Boy Coat with loop buttons



Latest edition of a famous style. This bright-colored, loop-buttoned Boy Coat is perfect with slacks . . and handsome with dresses or formals. Has convertible collar, flap pockets, welt-seamed sleeves and back. Back vent is closed. In better quality all new wool fleece. Interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear two years. Colors: polo tan or red. State size and color.  
 ♦17 ND 6348—Misses' sizes: 12, 14, 16, 18, 20. Shipping wt., 5 lbs. . . \$16.98  
 ♦17 ND 6448—Juniors' sizes: 11, 13, 15, 17, 19. Shipping wt., 5 lbs. . . \$16.98

## Wrap-tie Coat on cover



Selected for the most prominent place in our Catalog . . because it's one of the newest and most youthful coats of the season. Fastens with big loop buttons. Cut with raglan sleeves that go easily over heavy dresses. Styled with convertible collar, soft bodice fullness and unpressed pleats. Two pockets in pleats. Welt-seamed sleeves and back. All new wool fleece; interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear 2 years. Colors: red, polo tan. State size, color.  
 ♦17 ND 6349—Misses' sizes: 12, 14, 16, 18, 20. Shipping wt., 5 lbs. . . \$16.98

## How to order . . customer service information

Check your size . . see measurements, page 1030.  
 Available on Easy Terms . . see inside back cover.  
 For explanation of Wool Terms . . see page 1029

Coats marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay nothing for express from West Coast.

TO . . . SEARS, ROEBUCK AND CO. □





Good quality \$15.98 Reefer



Better quality \$22.50 Reefer



Best quality \$27.98 Reefer

Most flattering fashion you can wear

## The fur-trimmed dressy Reefer

- Available in Misses' sizes 12-20 and Juniors' sizes 11-19.
- This young, front-buttoned Charmode is warm and becoming.
- Collar looks equally lovely open, or fastened up to chin.
- Many well-shaped gares make the most of a lovely figure; give coat smooth fit at the waist, soft flare at the hem.
- The rich dressy coating and the soft smooth fur collars come in a variety of three qualities . . . and three prices.

**\$15.98**

Good quality; Collar is Beaver-dyed Coney

Fur collar is of lovely brown beaver-dyed Coney. Smooth glossy fur that wears well, looks so smart. Fabric is our good quality warm dressy Coating 67½% reused Wool, 22½% Rayon, 10% Cotton. Warm, fashionable, comfortable. Lining of good quality Earl-Glo Rayon is guaranteed to wear for two years. Interlined thoroughly. Colors: Black or Teal Blue. State size and color. Shipping weight, 4 pounds 12 ounces.

◆ 17ND6325—Misses' sizes 12, 14, 16, 18, 20 \$15.98

◆ 17ND6326—Juniors' sizes 11, 13, 15, 17, 19 \$15.98

**\$22.50**

Better quality; Fur collar is real Nutria

Fur collar is real Nutria, a smooth soft brown fur famous for its flattering texture; very fashionable fabric, our better quality needle-knot Coating, 42% fine reused Wool, 41% Cotton, 17% Rayon. Warm, beautiful and new-looking. Lining is de luxe quality Earl-Glo Rayon guaranteed to wear 2 years. Interlined thoroughly. Colors: Black or Teal Blue. State size and color. Shipping weight, 4 pounds 12 ounces.

◆ 17ND6327—Misses' sizes 12, 14, 16, 18, 20 \$22.50

◆ 17ND6328—Juniors' sizes 11, 13, 15, 17, 19 \$22.50

**\$27.98**

Our best; Fur collar London-dyed Squirrel

Fur collar is our finest brown London-dyed Squirrel. Wonderfully soft and smooth, lustrous fur. Fabric is our best quality needle-knot Coating, 27% warm new Wool, 27% rayon, 46% cotton. Our finest for beauty and wear. Lining is famous Skinner's Rayon Satin guaranteed to wear two years. Interlined thoroughly. Colors: Black or Teal Blue. State size and color. Shipping weight, 4 pounds 12 ounces.

◆ 17ND6329—Misses' sizes 12, 14, 16, 18, 20 \$27.98

◆ 17ND6330—Juniors' sizes 11, 13, 15, 17, 19 \$27.98







Ⓐ 12-button Reefer \$9.98



ⓑ 5-button Reefer \$9.98



ⓒ The Boxy Swagger \$9.98



ⓓ Newest Wrap-lis \$9.98



Ⓔ Velvet-trim \$9.98



Ⓕ Reversible Reefer \$9.98



Ⓖ Plaid Reversible \$9.98



Ⓗ Boxy Reversible \$9.98



### ④ 12-button Reefer

Outstandingly popular double-breasted style. Matching velveteen trims the collar and two buttons. Coat fully gored. 2 pockets. Fine Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Fully interlined. Lined. Earl-Glo Rayon Twill guaranteed to wear for two years. Colors: Color-flecked Black and White, or Wine and White. Misses sizes 12, 14, 16, 18, 20. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6340 \$9.98



### ⑤ 5-button Reefer

Single-breasted classic coat. Velvet-trimmed collar. Has many gores, pockets set into seams. Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Interlined. Lined. Earl-Glo Rayon Twill guaranteed to wear 2 years. Colors: Color-flecked Wine and White, or Black and White. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6358 Misses' sizes 12, 14, 16, 18, 20. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 ND 6359-Jr Sizes 11, 13, 15, 17, 19. \$9.98



### ⑥ The Boxy Swagger

Classic 3-button swagger with convertible collar. Well-gored back. Deep armholes, wide sleeves goes on easily over suit. Color-flecked Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Interlined. Lined with Earl-Glo Rayon Twill that guarantees to wear 2 years. Colors: Color-flecked Black and White or Wine and White. Misses sizes 12, 14, 16, 18, 20, 22. State size, color. Shipping weight 4 lbs. 8 oz. ♦ 17 ND 6365 \$9.98



### ⑦ Newest Wrap-tie

Has narrow roll collar that looks smart when worn open or closed. New enaulet shoulder yoke with fullness. Rows of tucks across the back waistline. Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 43% rayon, 4% cotton. Interlined. Lined with Earl-Glo Rayon Twill that guarantees to wear 2 years. Colors: Color-flecked Brown and White or Black and White. Misses sizes 12, 14, 16, 18, 20. State size, color. Shipping weight 4 lbs. 8 oz. ♦ 17 ND 6357 \$9.98



## IT'S SEARS LOWEST PRICE for a warm winter-weight Coat

**\$9.98**  
EACH

- Rich variety of casual and dress styles
- All with warm interlinings and rich linings; or with weather-resistant reversible linings
- Splendid chance to get a great bargain
- All come in Misses' sizes; some in Juniors sizes

All coats shown on the opposite page are described on this page

### ⑧ Velveteen trim

Smart dressy coat extra warm, extra lovely. Matching velveteen trims the collar frames the buttons. Coat has new dropped shoulders, is gored front and back. Dressy coat with 67% reused wool, 22% rayon, 10% cotton. Interlined. Lined. Earl-Glo Rayon Twill guaranteed to wear for two years. Colors: Teal Blue or Black. Juniors sizes 11, 13, 15, 17, 19. State size and color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6366 \$9.98



### ⑨ Reversible Reefer

Perfect coat for all weather, all occasions. Fully gored. Pockets, buttons both sides. Tweed side 38% new Wool, 24% reused Wool, 40% Rayon. Other side Aridex finish. Cotton Gabardine resists wind and water. Color: Color-flecked Black and White reverse side Tan. State size. Shipping wt. 4 lbs. 12 oz. ♦ 17 ND 6362 Misses' sizes 12, 14, 16, 18, and 20. \$9.98 ♦ 17 ND 6363-Juniors' sizes 11, 13, 15, 17, and 19. \$9.98



### ⑩ Plaid Reversible

Convertible collar coat. Buckle belt set in. Front belt buttons on to Tweed or Gabardine side. Pockets, buttons both sides. Tweed side 60% new Wool, 40% reused Wool. Cotton Gabardine. Aridex finish. resists wind and water. Colors: Plaid side Navy, colonial cross lines, other side Tan. State size. Shpg. wt. 5 lbs. ♦ 17 ND 6361 Misses' sizes 12, 14, 16, 18, and 20. \$9.98 ♦ 17 ND 6463 Juniors' sizes 11, 13, 15, 17 and 19. \$9.98



### ⑪ Boxy Reversible

Classic Barnabas coat for all weather. Has raglan shoulders, young two way neck. Sleeve tabs on Tweed side pockets and buttons on both sides. Good quality Herringbone Tweed side is 60% new Wool, 40% reused Wool. Other side is Cotton Gabardine with Aridex finish resistant to wind, water. Color: Herringbone Tweed or Blue and Brown. Leather Reverse side Tan. Misses sizes 12, 14, 16, 18, 20. State size. Shipping weight 4 lbs. 12 oz. ♦ 17 ND 6364 \$9.98



How to order and customer service information

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Check your size . . . and measurements on page 1030. For explanation of Wool Terms, see page 1029. Easy Terms available . . . see inside Back Cover of this book.





## Classic Fleece Coats . . with extra warmth

**\$11.98**  
Each

Closely woven fabrics are interlined. Necks button warmly.  
Styles comfortably belted or fitted. Misses', juniors' sizes



### Famous 12-button wrap-tie

wool fleece is 65% warm

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color



### Convertible collar reefer

Warm, nearly all wool fleece is 70% warm

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color



### New many-way wrap-tie coat

This winter's new many-way wrap-tie coat

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color

Color \_\_\_\_\_ Size \_\_\_\_\_  
Juniors' sizes 12-16  
Misses' sizes 14-18  
Colors \_\_\_\_\_  
State size color





## All Wool Tweed Coats for extra long wear

Thick fabric is tightly woven. Collars all button up warmly  
Interlinings add extra warmth. In misses' and juniors' sizes

**\$12.98**  
Each

### Reafer for misses and juniors

Warm all-wool herringbone tweed. 50% new wool, 50% reprocessed wool. Interlined with 100% rayon twill lining guaranteed to wear 2 years. Warm wrap-tie style with wide collar and buttoned placket. Has two warm pockets. The coat is machine washable.

Colors: herringbone in heather mixture of blue and brown or brown and beige. State size and color.

◆ 17 ND 6353 Misses' sizes: 12, 14, 16, 18, 20 Shpg. wt. 4 lbs. 8 oz. \$12.98

◆ 17 ND 6354 Juniors' sizes: 11, 13, 15, 17, 19 Shpg. wt. 4 lbs. 8 oz. \$12.98

### Leather-button Balmacaan

Warm all-wool herringbone tweed. 50% new wool, 50% reprocessed wool. Interlined with 100% rayon twill lining guaranteed to wear 2 years. Warm wrap-tie style with wide collar and buttoned placket. Has two warm pockets. The coat is machine washable.

Colors: herringbone in heather mixture of blue and brown or brown and beige. State size and color.

◆ 17 ND 6355 Misses' sizes: 12, 14, 16, 18, 20 Shpg. wt. 4 lbs. 8 oz. \$12.98

### Wrap-tie; set-in back belt

Warm all-wool herringbone tweed, 50% new wool, 50% reprocessed wool. Interlined with 100% rayon twill lining guaranteed to wear 2 years. Warm wrap-tie style has snapper at waist, big button at convertible neck. Modified raglan shoulders and soft bodice fullness in front and in back. Armholes at the armholes. Vertical pleat at the back hem. Two pockets.

Colors: herringbone in heather mixture of blue and brown or brown and beige. State size and color. Shpg. wt. 4 lbs. 8 oz.

◆ 17 ND 6356 Misses' sizes: 12, 14, 16, 18, 20, 22 State size, color Shpg. wt. 4 lbs. 8 oz. \$12.98

### How to order customer service information

Check your size—see measurements on page 1030 in the back of book. For explanation of Wool Terms, see page 1029 in the back of the book. Easy Terms are available. See complete information on inside back cover.

Coats marked # on these two pages are shipped from Kansas City or New York whichever is nearer you. Send order to and pay postage only from nearest Sears Mail Order House.





## Now .. BUTTON the extra lining into your Coat

Have warm winter coat . . . or take out lining on mild spring and fall days  
Two classic styles in two qualities . . . sizes for Misses and for Juniors

In **GOOD** quality  
with sleeveless  
button-in lining

**\$19.98**  
Each

Our **BEST** quality  
with long sleeved  
button-in lining

**\$25.00**  
Each

Classic four button Balmacaan coat has well seams, closer, a great buttoned pockets; open or closed collar  
Colors . . . . .  
Misses sizes 12 14 16 18  
Juniors sizes 17 19 State size

Our good all new wool fleece

Our best all new wool fleece

◆ 17ND6333 Miss sizes \$19.98  
◆ 17ND6433 Jrs. sizes \$19.98

Our best all new wool fleece

Our best all new wool fleece

◆ 17ND6334 Miss sizes \$25.00  
◆ 17ND6434 Jrs. sizes \$25.00

Classic tweed Balmacaan coat has well seams, closer, a great buttoned pockets; open or closed collar  
Colors . . . . .  
Misses sizes 12 14 16 18  
Juniors sizes 17 19 State size

A wool tweed

Our best all new wool fleece

◆ 17ND6331 \$19.98

Our best all new wool fleece

Our best all new wool fleece

◆ 17ND6332 \$25.00





## Shaded ombre plaid Coats . . newest of all

Soft colors, beautifully blended, make this plaid very becoming  
We offer it in wide range of sizes . . for misses' and juniors' figures

**\$14.98**  
Each

**Boxy cool** with a smart young air, has new cut fashionable ombre fabric. Beautiful neck fit we—whether worn open or closed. Modified raglan sleeves are cut all in one with a yoke that releases soft fullness at front and back. Natural looking shoulders, wide sleeves. No buckle sport with the lined. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined. Ear Clo deluxe rayon guaranteed to wear two years.

Colors: ombre plaid in brown and beige or in blue and brown. Misses' sizes: 2, 4, 16, 18, 20. State size and color.

◆17ND6344—Shpg. wt. 5 lbs. \$14.98

To check your size, see page T030  
For easy terms, see inside back cover  
Wool terms explained on page T029



**Double-breasted reefer** famous for warmth, comfort and good fitted lines. Extra dilly handsome in this new ombre plaid. Not too collar, two flap pockets, an 11 breast pocket which carries velvet-lined handkerchief lines to blend with tweed. Back has center seam, closed vent. Warm tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined. Ear Clo deluxe rayon guaranteed to wear 2 years.

Colors: ombre plaid in blue and brown or in brown and beige.  
Misses sizes: 12, 14, 16, 18, 20.  
Juniors sizes: 11, 13, 15, 17, 19. State size, color, shipping weight, ea. 5 lbs.

◆17ND6345—Misses' sizes. \$14.98

◆17ND6346—Juniors' sizes. \$14.98



**New Wrap-Ne** has a splendid big button at the convertible neck, and set in tie belt. Modified raglan shoulders, deep armholes go on easily over heavy dress. Coat softly shirred, above waist in front and back. Pockets warmly lined. Center back seam ends in inverted pleat. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Fully interlined. Lined. Ear Clo deluxe rayon guaranteed to wear two years.

Colors: ombre plaid in blue-and-brown or in brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size, color.

◆17ND6343—Shpg. wt., 5 lbs. \$14.98







*Charmode*  
COATS

## Our Finest Coats . . best furs, best fabrics

**\$57 50**  
Each  
Includes 10% Fed. tax

Big fluffy fur collars in smart and flattering shades on coats of smooth-surfaced top quality Botany fabrics. Luxury, beauty, style that will serve you many seasons

### Fully gored back, tie-belt, misses' sizes

Long, dark coat with large, fluffy fur collar and tie-belt. Fully gored back. Misses' sizes. Color: Black. Misses' sizes: 12-14, 16-18, 20-22. State size: 12-14, 16-18, 20-22. Color: Black. Misses' sizes: 12-14, 16-18, 20-22. State size: 12-14, 16-18, 20-22.

◆ 17 CD 6317

\$57 50

### Dressmaker coat, misses', women's sizes

Long, dark coat with large, fluffy fur collar and tie-belt. Dressmaker coat. Misses', women's sizes. Color: Black. Misses' sizes: 12-14, 16-18, 20-22. State size: 12-14, 16-18, 20-22. Color: Black. Misses' sizes: 12-14, 16-18, 20-22. State size: 12-14, 16-18, 20-22.

◆ 7 CD 6318 Ship w. tax \$57 50

\$57 50

How to order, customer service information. Easy Terms on inside back cover

Check our size measurement on page 33 in back of book for explanation of women's sizes see page 3329 for hats and gloves shown on these ten pages please refer to the index

Coat on this page shipped from New York Coat on opposite page shipped from New York or Kansas City whichever nearer you. Order and pay postage from your nearest mail order house





## Big fluffy Fur Collars on thick warm tweed coats

Enjoy winter-time comfort with these big collars of beige wolf fur. Then remove fur in spring . . . it's sewn on by hand; comes off easily. Kerrybrooke coats with this new feature, in misses', women's sizes

**\$26<sup>98</sup>**  
Each

### Swagger Coat; tuxedo collar

Tuxedo revers button back as small view below or out in overcoat. Itally Nerahan of coat fits your throat warmly. Beige wolf fur collar can be worn as shown or removed. It's sewn on by hand; easy to detach. Easy to replace. Top edge of collar and under-lap of coat at waist. Not pockets have lining of the same. Back coat is well fitted. All wool herringbone tweed. 50% new wool. 50% reprocessed wool. Inner and outer with Earle's extra rayon that is guaranteed to wear for two years. Colors: herringbone tweed in oatmeal tan or in blue and brown each with beige wolf fur collar. Misses' sizes 7, 14, 16, 18, 20. Women's sizes 38, 40, 42, 44. Shpg. wt. 4 lbs. 12 oz.



### Ombre-plaid Swagger

The back of this coat is slit warmer to accent the fine way it is matched. It has a neck looks well open or closed. Fastens with big button. Another button at waist. For coat is sewn on by hand; easy to remove. Easily replaced. Softly lined. Inner and outer with Earle's extra rayon that is guaranteed to wear for two years. Colors: herringbone tweed in oatmeal tan or in blue and brown each with beige wolf fur collar. Misses' sizes 7, 14, 16, 18, 20. Women's sizes 38, 40, 42, 44. Shpg. wt. 4 lbs. 12 oz. State size.



### Fitted, gored wrap-tie Coat

This fur-collared coat is cut in flattering fashion. Bay front and back gives you soft lines over the bust. It fastens with tie at waist and a button at collar. Neck stands up. Collar and not pockets. Beige wolf fur collar is sewn on by hand; easy to detach. Easily replaced. Herringbone tweed is 100% new wool. Inner and outer with Earle's extra rayon that is guaranteed to wear for two years. Color: herringbone tweed in oatmeal tan or beige wolf fur collar. Misses' sizes 12, 14, 16, 18, 20. Shpg. wt. 4 lbs. 12 oz.



◆ 17 ND 6320—State size, color \$26 98

◆ 17 ND 6324 State size \$26 98

— PAGE 19 . . . . . COATS





*Charmode*  
COATS

## Dressy black Coats with velveteen trim

Smooth luxurious coat fabrics, sizes for misses and juniors  
Two qualities of lining; each guaranteed to wear two years

In our good  
needle-knot **\$12<sup>98</sup>**  
Each style

Our best  
coating **\$19<sup>98</sup>**  
Each style

### Ⓐ Raglan shoulder Boxy Coat

Color	Misses sizes	
State size		
Needle-knot coating		
♦ 17 ND 6335		\$ 2 98
Our best dressy coating		
♦ 7 ND 6336		\$ 4 98

### Ⓑ Youthful many gore Reefer

Color	Misses sizes	
State size		
Needle-knot coating		
♦ 7 ND 6337		\$12 98
Our best dressy coating		
♦ 7 ND 6338		\$19 98

### Ⓒ Popular 12-button Reefer

Color	Misses sizes	
State size		
Needle-knot coating		
♦ 7 ND 6339	Misses sizes	\$ 2 98
♦ 17 ND 6340	Juniors sizes	\$ 2 98
Our best coating		
♦ 7 ND 6341	Misses sizes	\$19 98
♦ 7 ND 6342	Juniors sizes	\$19 98

20... SEARS, ROEBUCK AND CO

Scans from <https://christmas.museetechnical.com>





## Special styles for shorter women

If you are 5 feet 3 inches or under, here are your coats:

Order size	16½	18½	20½	22½	24½	26½
If your bust measures:	37 in.	39 in.	41 in.	43 in.	45 in.	47 in.
If your waist measures:	30 in.	32 in.	34 in.	36 in.	38 in.	40 in.
If your hips measure:	40 in.	42 in.	44 in.	46 in.	48 in.	50 in.

Length of each coat is about 42½ inches.

**\$12.98**

**\$18.50**

## Fashions for a Gracious Lady

Well cut coats; longer lengths  
For mature figures and tastes

**\$18.50**

**\$12.98**

### Five-button Reefer

Youthful coat with lines that make you look taller; 3 pockets. Tweed, 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined, Earl-Glo rayon guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-white. Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. State size, color. Shpg. wt., 5 lbs. ♦17 ND 6372 ... \$12.98



### Fur-trimmed princess

Stand-up collar of brown beaver-dyed cone fur in bow-effect. Convertible neck. Side closing, with button and tie, gored back. Dressy fabric is 42% reprocessed wool, 41% cotton, 17% rayon. Well interlined. Lined with better quality deluxe Earl-Glo rayon. Color: Black. Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. State size. Shpg. wt., 5 lbs. ♦17 ND 6373 ... \$18.50

### Dressy Boxy

Raglan-type shoulders, bust fulness, panel back make this coat becoming. Boucle-type fabric; 25% new wool, 21% reprocessed wool, 29% cotton, 25% rayon. Interlined. Lined in Skinner's rayon satin guaranteed to wear 2 years. Color: Black. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 in. State size. Shpg. wt., 5 lbs. ♦17 ND 6371 \$18.50



### Fitted casual

Has convertible collar. Tweed, 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined in Earl-Glo rayon twill guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-white. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 inches. State size, color. Shpg. wt., 4 lbs. 4 oz. ♦17 ND 6370 \$12.98



How to order: Coats marked ♦ on these 2 pages, shipped from Kansas City or New York whichever is nearer you. Order pay postage, from nearest Sears mail order house.

Check your size, it's easy to get correct fit, see measurements on page 1030. For Easy Terms see inside back cover. Wool facts are explained on page 1029.





## Handsome warm Coats for women . . and shorter women

**\$14.98**

**Skillfully styled, beautifully cut  
To make you seem slimmer and taller**

Women's Coats, about 43 inches long.  
Shorter women's, about 41½ in. long.

Order woman's size: 34 36 38 40 42 44 46  
If your bust measures: 36 in. 38 in. 40 in. 42 in. 44 in. 46 in. 48 in.  
If your waist measures: 29 in. 31 in. 33 in. 35 in. 37 in. 39 in. 41 in.  
If your hips measure: 38½ 40½ 42½ 44½ 46½ 48½ 50½

### Two-button Reefer; self-belt

Youthful neckline can be buttoned up or opened. Stuffed collar looks well up or down. Not pockets. Gored back panel front make you look slimmer taller. Herringbone tweed. 21% new wool, 4% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined. Earl Glo rayon twill guaranteed to wear 2 years. Colors: Color-flecked herringbone in black and white or in brown and white. State size, color, shpg. wt., 5 lbs.

◆17 ND 6374—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.) \$14.98

◆17 ND 6375 Short sizes: 16½, 18½, 20½, 22½, 24½, 26½ \$14.98



Neck Closed

### Youthful dressy Reefer

Curved gores in front and back and soft talness releases from front shoulder yoke make this reefer especially becoming to womanly figures. Convertible collar. 2 pockets. Smooth fabric is 70% new wool, 21% reprocessed wool, 19% rayon, 40% cotton. Interlined. Lined, de luxe Earl Glo rayon guaranteed to wear 2 years.

Color: Black only. State size. Shipping weight, each, 4 pounds 6 ounces.

◆17 ND 6376—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

◆17 ND 6377 Short sizes: 16½, 18½, 20½, 22½, 24½, 26½ \$14.98



Neck Closed

### Popular boxy Coat

Smart slen-terizing coat for a woman's figure. Raglan sleeves are all tucked, from raglan shoulders to wrists. Notched collar is convertible. Panel front and back. 2 pockets. Dressy needle-knot coating. 20% new wool, 21% reprocessed wool, 19% rayon, 40% cotton. Interlined. Lined in de luxe Earl Glo rayon guaranteed to wear 2 years. Color: Black only. State size. Shpg. wt., 5 lbs.

◆17 ND 6378—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

◆17 ND 6379—Short sizes: 16½, 18½, 20½, 22½, 24½, 26½ \$14.98







## New styles, warmly interlined for women and stouts

Charmade and Kerrybrooke fashions that slenderize.  
Bring beauty, comfort, good fit to womanly figures.  
Lengths, average 43 in. for women; 44½ in. for stouts.

Order Stout Size:	43	45	47	49	51	53
If your bust measures	45 in.	47 in.	49 in.	51 in.	53 in.	55 in.
If your waist measures	40 in.	42 in.	44 in.	46 in.	48 in.	50 in.
If your hips measure	49 in.	51 in.	53 in.	55 in.	57 in.	59 in.

### Fur-effect fabric

This curly black Persian fur effect fabric coat has a simple boxy silhouette, and slot pockets. Fabric content, 18% new wool, 46% rayon, 34% cotton. Warm interlining (80% reased wool, 20% cotton) is quilted to rayon satin lining guaranteed to wear 2 years. Convertible neck has clasp and tails of brown-dyed fitch fur. Color black. State size. Shpg. wt. 6 lbs.

◆ 17 ND 6386—Women's Sizes 34, 36, 38, 40, 42, 44 \$17 98

◆ 17 ND 6387—Stout sizes: 43, 45, 47, 49, 51, 53 \$17 98

**\$17<sup>98</sup>**

### Dressy, gored Reefer

A slenderizing style for full figures, is well gored front and back. Pockets are set into the seams. Stitched collar stands warmly against your neck in back, and can be worn open or closed. Dressy coating, 67½% reased wool, 22½% rayon, 10% cotton. Interlined Earl Glo rayon lining guaranteed to wear 2 years. Colors, black or teal blue. State size, color. Shpg. wt. 5 lbs.

◆ 17 ND 6388—Women's sizes: 34, 36, 38, 40, 42, 44 \$12 98

◆ 17 ND 6389—Stout sizes: 43, 45, 47, 49, 51, 53 \$12 98

**\$12<sup>98</sup>**



Neck closed

### Most popular collar style; 2 qualities

Flow Tweed **\$14<sup>98</sup>** Our best Tweed **\$19<sup>98</sup>**

Panel tucks back and front . . . and full length of the raglan sleeves, bring style and slenderness to this boxy coat. Rounded collar is comfortably narrow in back. Concealed button at waist. 2 pockets. Two qualities all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-beige. State size, color. Shpg. wt. 5 lbs.

Fine herringbone tweed, 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Earl Glo rayon twill lining.

◆ 17 ND 6390—Women's Sizes: 34, 36, 38, 40, 42, 44 \$14 98

◆ 17 ND 6391—Stout Sizes: 43, 45, 47, 49, 51, 53 \$14 98

Our best herringbone tweed, 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. Deluxe Earl Glo rayon lining.

◆ 17 ND 6392—Women's Sizes: 34, 36, 38, 40, 42, 44 \$19 98

◆ 17 ND 6393—Stout Sizes: 43, 45, 47, 49, 51, 53 \$19 98





**To you who are sizes 39-53**

Generously cut to fit smoothly around hips.

Smooth fabrics, neutral colors especially selected to make full figures slimmer, lovelier

Fabrics are firmly woven. Linings all guaranteed to wear two years. Styles are tried-and-true classics; stay in fashion for years.

• 17 NO 6381 Shpg. wt. 5 lbs. 522 00

Costs on these 2 pages, marked @ shipped from New York or Kansas City whichever nearer. Order pay postage, from nearest Sears mail order house.





#### Trimline coat in two qualities

**\$14<sup>98</sup>** Good tweed    **\$19<sup>98</sup>** Best tweed

Well-gored reefer fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black and white or brown and beige. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.

◆ 17 ND 6383—Shipping wt., 5 lbs. \$14.98

Our best tweed, 45% new wool, 18% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with deluxe Earl-Glo rayon.

◆ 17 ND 6384—Shipping wt., 5 lbs. \$19.98

#### Boxy coat; built-up neckline

**\$12<sup>98</sup>** In Trimline sizes 39-53

Prettiest and most comfortable coat a full figure can wear is the boxy style. This dressy Trimline version has warm built-up neck that opens into graceful V line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks in front and back give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm re-used wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shipg. wt., 5 lbs.

◆ 17 ND 6382 . . . . . \$12.98

#### Dress Coat in Trimline sizes

**\$19<sup>50</sup>** Durable fabric sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open . . . or buttoned up warmly on cold days. The single-breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle knot coating, 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Colors: black. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

◆ 17 ND 6385—Shipg. wt., 5 lbs. \$19.50





# FUR GREATCOAT

## Young .. Durable .. New

The warmest Fur Coat fashion ..  
Slips easily over a heavy suit  
Comes in 3 furs and 3 qualities

*Sizes to fit misses and juniors*

### Satisfaction guaranteed

... or your money back. For 31 years women have trusted Sears word of honor. Our reputation has sold more than half a million fur coats .. won us more than half a million friends. And today, more than ever, you need the protection of this reputation in buying furs.

### Extra warmth and wear in these Fur Coats

- Furs all guaranteed against defects for one year
- Deluxe rayon linings guaranteed to wear two years
- Windshields inside sleeves, keep your wrists warm
- Good interlining throughout, adds warmth and comfort
- Two outside pockets are smart, convenient and warm
- Fur mounted on rayon grosgrain tapes, intermittently throughout coat to eliminate bulk and add grace
- Lining around neck and sleeves prolongs life of fur
- Armshields add daintiness and prolong life of lining

Best Greatcoat; others have same straight lines, modified shoulders, built-up convertible neck, and fronts that hook warmly without bulky overlap.

**\$74<sup>50</sup>**

Black Skunk-dyed  
Opossum Fur Coat

Includes 10% Fed. Tax

**\$129<sup>00</sup>**

Fine Black-dyed  
Skunk-stripe Fur

Includes 10% Fed. Tax

**\$229<sup>00</sup>**

Our finest Greatcoat  
in Black Tipped Skunk

Includes 10% Fed. Tax

Popular greatcoat in style described above. Fur of the full length sleeves goes in unbroken line from shoulder to wrist. Glossy long-haired fur is our finest Skunk-dyed American Opossum .. intermittently mounted on tapes for grace and sturdiness. Whole coat is luxuriously lined and beautifully made by expert fur craftsmen as described in the panel of values above at the right.

Colors: black. Misses sizes (also fit Juniors) 12, 14, 16, 18, 20. Length about 40 inches. Style size. Shipg. wt. 5 lbs.

• 17 CD 5286 \$74.50

Our better quality greatcoat in style described above. Fur goes around the full length sleeves in youthful new way. Shining long-haired fur is splendid quality Black-dyed Skunk-stripe .. exceptionally warm and very sturdy. Skins are intermittently mounted on tapes for gracefulness. Whole coat is richly lined and hand-suitably made as described in the panel at right above.

Color: black. Misses sizes (also fit Juniors) 12, 14, 16, 18, 20. Length about 40 inches. Style size. Shipg. wt. 5 lbs. 8 oz.

• 17 CD 5288 \$129.00

Our best greatcoat in Tipped skunk shown above; finest of all. Each skin has been hand-picked by a master craftsman of furs. Chosen for glossy beauty, long-haired perfection, superb warmth and wear. The fine pelts are worked to form new L-shaped design down and around full length sleeves. Skins are mounted on tapes, and coats luxuriously lined and made as described in panel above. Color: black. Misses sizes (also fit Jrs.) 12, 14, 16, 18 to 18½. Length about 40 inches. Style size. Shipg. wt. 5 lbs. 8 oz.

• 17 CD 5290 \$229.00





### Trimline coat in two qualities

**\$14<sup>98</sup>** Good tweed      Best tweed **\$19<sup>98</sup>**

Well goared reefer fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining all linings guaranteed to wear 2 years. Colors: color-flecked herring bone in black and white or brown and beige. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed; 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.

◆17 ND 6383- Shipping wt., 5 lbs. \$14.98

Our best tweed; 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with deluxe Earl-Glo rayon.

◆17 ND 6384 Shipping wt., 5 lbs. \$19.98

### Boxy coat; built-up neckline

**\$12<sup>98</sup>** In Trimline sizes 39-53

Prettiest and most comfortable coat a full figure can wear, is the boxy style. This dressy Trimline version has warm built-up neck that opens into graceful V-line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks in front and back give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm re-used wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shpg. wt., 5 lbs.

◆17 ND 6382 . . . . . \$12.98

### Dress Coat in Trimline sizes

**\$19<sup>50</sup>** Durable fabric sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open or buttoned up warmly on cold days. The single breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle-knot coating; 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Color: black. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

◆17 ND 6385- Shpg. wt., 5 lbs. \$19.50





## The Most Popular Fur

Sizes to fit misses, juniors, women

- Fur in all these coats is guaranteed against defects for one entire year
- Linings of rich brocaded rayon crepe-back satin are guaranteed to wear for 2 years
- Protective ruching prolongs the life of these furs at important points of wear
- Coats button well; have inside-lie-and-loop; small button at convertible neck
- Interlined well, to add extra warmth and to prolong the life of your precious fur
- Windshields in sleeves; help shut out cold

Two outside pockets are roomy and deep

Pets marked \* on these 2 pages shipped from New York Order, pay postage only from nearest Sears Mail Order House For Easy Terms see inside Book Cover Check your size see measurements Pg 1010



deception 3-04, 7 and 10

Account of the ...

◆ 17 CD 5285 State size \$ 29.00

including 70% Fed. Tax

$\frac{1}{2} \quad \frac{1}{3} \quad \frac{1}{4} \quad \frac{1}{5} \quad \frac{1}{6} \quad \frac{1}{7} \quad \frac{1}{8} \quad \frac{1}{9} \quad \frac{1}{10}$

$x$	$y$	$\frac{y}{x}$	$\frac{x^2}{y}$	\$192.50
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(includes 10% East Tax)

◆ 7 CD 5284 1140g with 5 discs \$245.00

PAGE 21F . . . . . COATS





Turned-back cuff

*Charmode*  
FUR FASHIONS

## Our finest quality black Fur Coats

Dressy furs with lovely high luster, soft lines and great warmth  
Beautifully made, richly lined. Sizes fit misses, juniors, women

**\$288<sup>00</sup>** Includes  
10% Fed. Tax

**Supreme luxury; Persian Lamb fur  
Dyed by famous Hollander process**

Persian Lamb fur is admired by all for its glossy black tightly-curling beauty, great warmth, enduring wear. This boxy coat in Persian Lamb has 4-in. facing of fur inside the wide sleeves. They can be turned down warmly or turned back in bracelet-length cuffs. Coat has windshields, armshields, 2 pockets. Closes with big buttons, inside tie-and-loop, small button at convertible neck. Interlined Lined with rayon crepe-back satin guaranteed to wear 2 years. Color: black. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size

◆ 17 CD 5298—Shpg. wt., 7 lbs. . . . . \$288.00

**\$119<sup>00</sup>** Includes  
10% Fed. Tax

**Our best black Seal-dyed Coney, or  
brown Beaver-dyed Coney fur coat**

Seals finest Coney fur dyed to resemble Seal or Beaver. Coat has boxy lines, new 4-inch facing of fur inside sleeves. Wear them down . . . or turned back in bracelet-length cuffs. Coat fronts faced deeply with fur. Big buttons, inside tie-and-loop, and button at convertible neck, pockets. Extra value in armshields, windshields, piping, and stay-cloth reinforcement. Interlined Lined with embroidered rayon crepe-back satin guaranteed to wear 2 years. Colors: black or brown. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size, color

◆ 17 CD 5300—Shpg. wt., 6 lbs. 8 oz. . . \$119.00

**\$129<sup>00</sup>** Includes  
10% Fed. Tax

**Black Persian Lamb Paw fur  
Glossy and dressy black coat**

This shining black Persian Lamb Paw is a fur coat designed for dressy occasions. It deserves, and repays good care. Has simple boxy lines styled to stay in fashion for years; wide sleeves; pockets. Wide overlap closes with button at waistline; button at convertible collar. Entire coat is reinforced to prevent rips. Has armshields, windshields, and protective ruching at points of wear. Interlined . . . lined with brocaded rayon satin guaranteed to wear 2 years. Color: black. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Length about 43 in. State size.

◆ 17 CD 5296—Shpg. wt., 6 lbs. 8 oz. . . \$129.00

216 . . . SEARS, ROEBUCK AND CO. □ ⊗

All fur guaranteed against defects for one year. All prices on this page include 10% federal tax.

Our Greatest Values in  
**Coney Fur Coats**  
**Dyed to Resemble**  
**Seal or Beaver**

**\$72<sup>50</sup> \$79<sup>50</sup>**

To fit Misses, Juniors Women's sizes 40-48  
 All prices include the 10% Federal tax

*Check these extra-value features:*

- Skins hand-picked for beauty and wear  
 Guaranteed against defects for a year
- Cross seams are all carefully sewn to  
 match perfectly and help prevent rips
- Heavystay-cloth, between fur and lining  
 gives coat extra warmth, extra wear
- Lining of Skinner's rayon crepe-back  
 satin is guaranteed to wear two years
- Ruching at points of wear protects fur;  
 prolongs its life; adds value to coat
- Armshields and shoulder yoke of lining  
 material add wear and daintiness
- Interlinings add comfortable warmth  
 Windshields in sleeves shut out wind

**In Rich Black or Glossy Brown**

This simple style and smooth glistening fur are preferred to all others by well-dressed women of every age. This classic coat is so important that we have given it our greatest attention. Cut to fit superbly in many sizes. Styled to stay in fashion many seasons. Made it with choice Coney skins and fine workmanship—as described in pages above. Straight boxy silhouette hangs from new modified shoulders. Coat closes with wide overlap, fastens with big buttons, inside tie and loop, and small button at convertible collar. Wide sleeves. Roomy pockets. Colors: black (Seal-dyed Coney) or brown (Beaver-dyed Coney).

◆ 17 CD 5278—Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20  
 Lgth., abt. 61 in. State size, color. Shpg. wt., 6 lbs. . . \$72.50  
 ◆ 17 CD 5279—Women's sizes: 40, 42, 44, 46, 48. Lgth., abt.  
 43 in. State size, color. Shpg. wt., 7 lbs. . . . . \$79.50

**How to order; satisfaction guaranteed or money back**

Furs marked ◆ on these two pages shipped from New York. Order, pay postage from nearest Sears mail order house. Check your size—see measurements on page 030. For Easy Terms see inside back cover.





Year after year  
America's favorite fur

## Sable-dyed Coney Smooth rich Brown

So popular and so becoming  
We offer 2 lengths, 10 sizes  
For misses, juniors, women

**Satisfaction guaranteed**  
...or your money back. For  
31 years women have trust-  
ed Sears word-of-honor.  
Our reputation has sold  
more than half-a-million  
fur coats . . . and won us  
more than half a million  
friends. Today, more than  
ever, you need the protec-  
tion of this reputation in  
buying a fur coat.

Extra value . . . extra warmth, extra  
wear in all Coats on these 2 pages

- All fur in these three coats is guar-  
anteed against defects for one year
- Fur is well protected against rips by  
a sturdy stay-cloth reinforcement
- Linings guaranteed to wear 2 years.  
Coats all interlined for extra warmth
- Armshields add extra wear to lining.  
Windshields keep your wrists warm
- Outside pockets on all these fur coats  
add style, comfort and convenience
- Full length coats have button at neck,  
down front, and inside tie-and-loop
- The 32-inch coat has button at neck  
and a big button at the waistline

Furs marked \* on these 2 pages shipped  
from New York. Order pay postage only from  
nearest Sears mail order house. Check your  
size, see page 1030 for Sears Easy Pay-  
ment Plan, see inside back cover of this book.

*Chamode*  
FUR HONORS

All prices on this page include the  
10% federal excise tax on fur coats



**\$7250**  
Misses'

Prices include  
10% Fed. Tax

**\$7950**  
Women's

### Our best quality Sable-dyed Coney Fur Coat

Superb quality Sable-dyed Coney fur . . . magnificently made. Skins are  
selected by hand and only the choice glossy backs are used. All skins  
are then sewn by fine zig-zag stitching to insure perfect match and pre-  
vent rips. Coat is further strengthened by stay-cloth protection through-  
out. The classic boxy style will stay in style for many seasons. Has  
modified shoulders, wide sleeves. Luxurious collar fastens warmly or  
rolls open in pretty V-line. Entire fur coat is handsomely made as de-  
scribed in panel of values at left. Warmly interlined . . . and luxuriously  
lined with smooth Skinner's rayon crepe-back satin. Color: brown.

\* 17 CD 5302—Misses' sizes (also fit Juniors): 12, 14, 16, 18, 20.  
Length, about 41 in. State size. Shpg. wt., 5 lbs. 12 oz. . . \$72 50  
\* 17 CD 5304—Women's sizes: 40, 42, 44, 46, 48. Length, about 43  
inches. State size. Shpg. wt., 6 lbs. 8 oz. . . \$79 50



**\$49.50**  
Misses

Prices include  
10% Fed. Tax

**\$54.50**  
Women's

**Our fine quality Sable-dyed Coney Fur Coat**

This is a fine quality Sable-dyed Coney Fur Coat. It is made of the finest fur and is available in Misses and Women's sizes. The coat is long and elegant, with a wide collar and a single large button. It is a true classic that will last for many seasons.

◆ 17 CD 5275- Misses sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Shipping weight, 5 pounds 8 ounces. State size **\$49.50**

◆ 17 CD 5276-Women's sizes: 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Shipping weight, 6 pounds 4 ounces. State size **\$54.50**

**\$42.50**  
Misses, Juniors

Price includes  
10% Fed. Tax

**New 32-inch Coat in glistening brown Sable-dyed Coney**

This is a new 32-inch coat in glistening brown Sable-dyed Coney. It is made of the finest fur and is available in Misses, Juniors, and Children's sizes. The coat is short and elegant, with a wide collar and a single large button. It is a true classic that will last for many seasons.

◆ 17 CD 5306- Misses sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Shipping weight, 4 pounds 4 ounces. State size **\$42.50**





## New lengths, new youthful fashions in Fine Furs

**\$59.50** Jacket Wolf  
**\$37.50** Raccoon Sides  
Prices include 10% Fed. Tax

### 36-inch Coat; choice of Furs

Long-haired greatcoat in new 36-inch length. Wide sleeves and deep armholes slip easily over heavy suits. Velveteen cording around cardigan neck. 2 pockets. Made and lined as in panel at right. Color: black. Misses sizes (also fit Juniors) 12, 14, 16, 18, 20. Length, 36 inches, all sizes. State size.

#### Black-dyed Jackal Wolf

(Shown above.) Glossy durable skins are mounted on tapes to eliminate bulk, add grace. Shipping weight, 5 lbs. 6 oz.

◆ 17 CD 5292 ..... \$59.50

#### Black-dyed Raccoon Sides

(At left), newly fashionable fur. Lightweight sturdy. Shipping weight, 4 lbs. 8 oz.

◆ 17 CD 5294 ..... \$37.50



#### Other values in our Fur Catalog

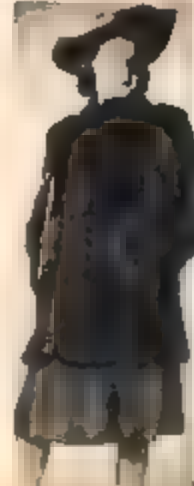
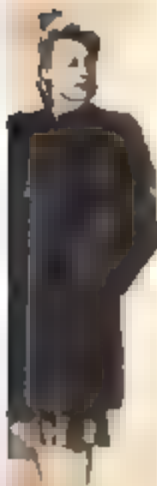
- ◆ Furs guaranteed against defects for 1 year
- ◆ Rayon satin lining guaranteed to wear 2 years
- ◆ Ruching at points of wear, prolongs life of fur
- ◆ Armshields of the lining are dainty, add wear
- ◆ Windshields inside sleeves, keep wrist warm
- ◆ Front edges meet fastest warmly with 4 hooks
- ◆ Interlining adds extra warmth, wear and value

**\$69.50** Includes 10% Fed. Tax

### 32-inch Opossum; two colors

Newest, youngest fur coat is the 32-inch American Opossum. Long enough to be warm, and short enough to be comfortable. Slips easily over suits or Winter dresses. Has straight lines, slender revers, two smart pockets. Fluffy skins are intermittently mounted on tapes to eliminate bulk... and manipulated to do away with all cross-seams in back of coat. Other value features are fine workmanship and lining, listed in panel at left. Colors: silvery-beige (Natural, above), or black (Skunk-dyed Opossum, right). Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. Shipping weight, 4 pounds 8 ounces.

◆ 17 CD 5295—State size, color \$69.50



Newest . . . prettiest  
all year 'round  
**Cardigan Jacket**  
In Popular Furs

Smart 26-inch length  
In three sturdy furs;  
To fit misses, juniors

These features add extra value

- Fur in each of these jackets guaranteed against defects for one year
- Linings of smooth rich rayon satin guaranteed to wear for two years
- Armshields add wear to linings. Windshields help shut out the cold
- Fronts of these jackets meet warmly and fasten smartly with three hooks
- Interlinings add extra warmth to all the jackets described on this page
- Rushings protect fur against wear as specified in the descriptions below

Sears guarantee protects you

Satisfaction guaranteed or you money back. Our promise protects you. It means what it says. You can trust Sears when you buy furs.

Sears service saves you money

See and price guarantee on furs. No extra charge. All furs in New York City. From our New York headquarters. Full price inside back cover. Check your size and price.



Best Cardigan Jacket; others have same smart lines. Sleeves vary; see description below

**\$39<sup>95</sup>**

Includes  
10%  
Fed Tax

**Black Jackal Wolf**

Smart 26-inch length. In three sturdy furs. To fit misses, juniors. These features add extra value. Satisfaction guaranteed or you money back. Our promise protects you. It means what it says. You can trust Sears when you buy furs. Sears service saves you money. See and price guarantee on furs. No extra charge. All furs in New York City. From our New York headquarters. Full price inside back cover. Check your size and price.

Color: Black Misses sizes

State size

7 CD 53.5 \$39.95



**\$49<sup>50</sup>**

Includes  
10%  
Fed Tax

**Opossum; 2 colors**

Smart 26-inch length. In three sturdy furs. To fit misses, juniors. These features add extra value. Satisfaction guaranteed or you money back. Our promise protects you. It means what it says. You can trust Sears when you buy furs. Sears service saves you money. See and price guarantee on furs. No extra charge. All furs in New York City. From our New York headquarters. Full price inside back cover. Check your size and price.

Colors: Black, Brown Misses sizes

State size

17 CD 53.5 \$49.50



**\$69<sup>50</sup>**

Includes  
10%  
Fed Tax

**Dyed Skunk-Stripes**

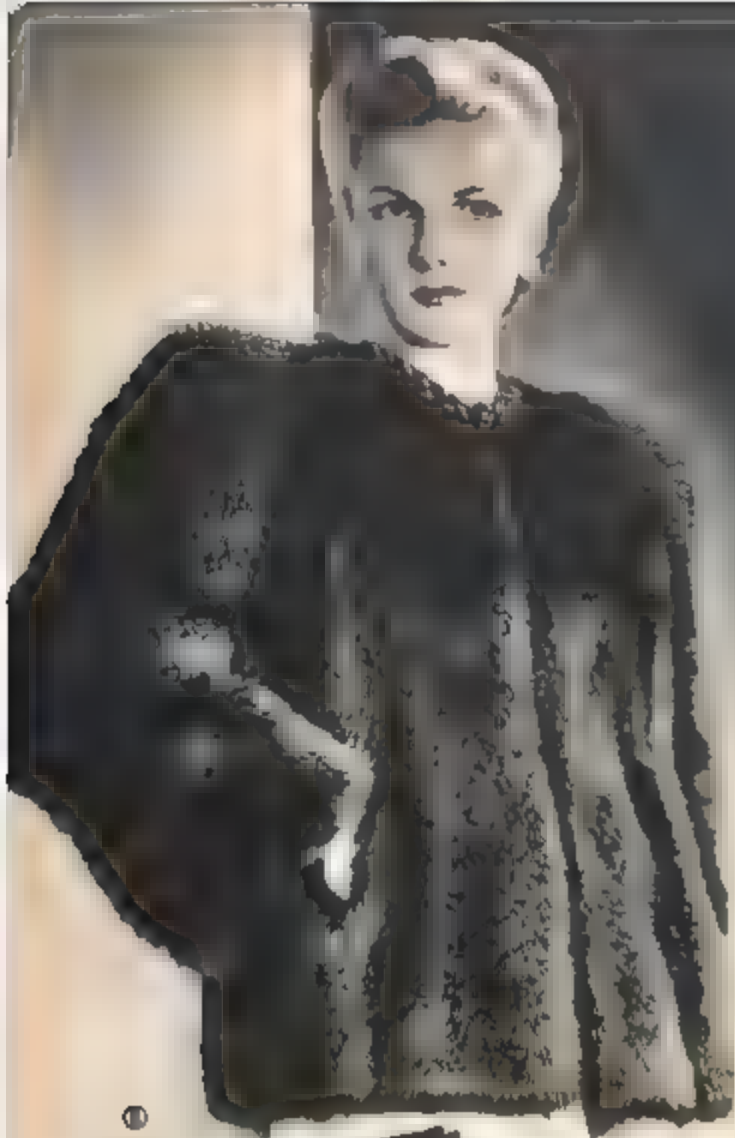
Smart 26-inch length. In three sturdy furs. To fit misses, juniors. These features add extra value. Satisfaction guaranteed or you money back. Our promise protects you. It means what it says. You can trust Sears when you buy furs. Sears service saves you money. See and price guarantee on furs. No extra charge. All furs in New York City. From our New York headquarters. Full price inside back cover. Check your size and price.

Colors: Black, Brown Misses sizes

State size

17 CD 53.5 \$69.50





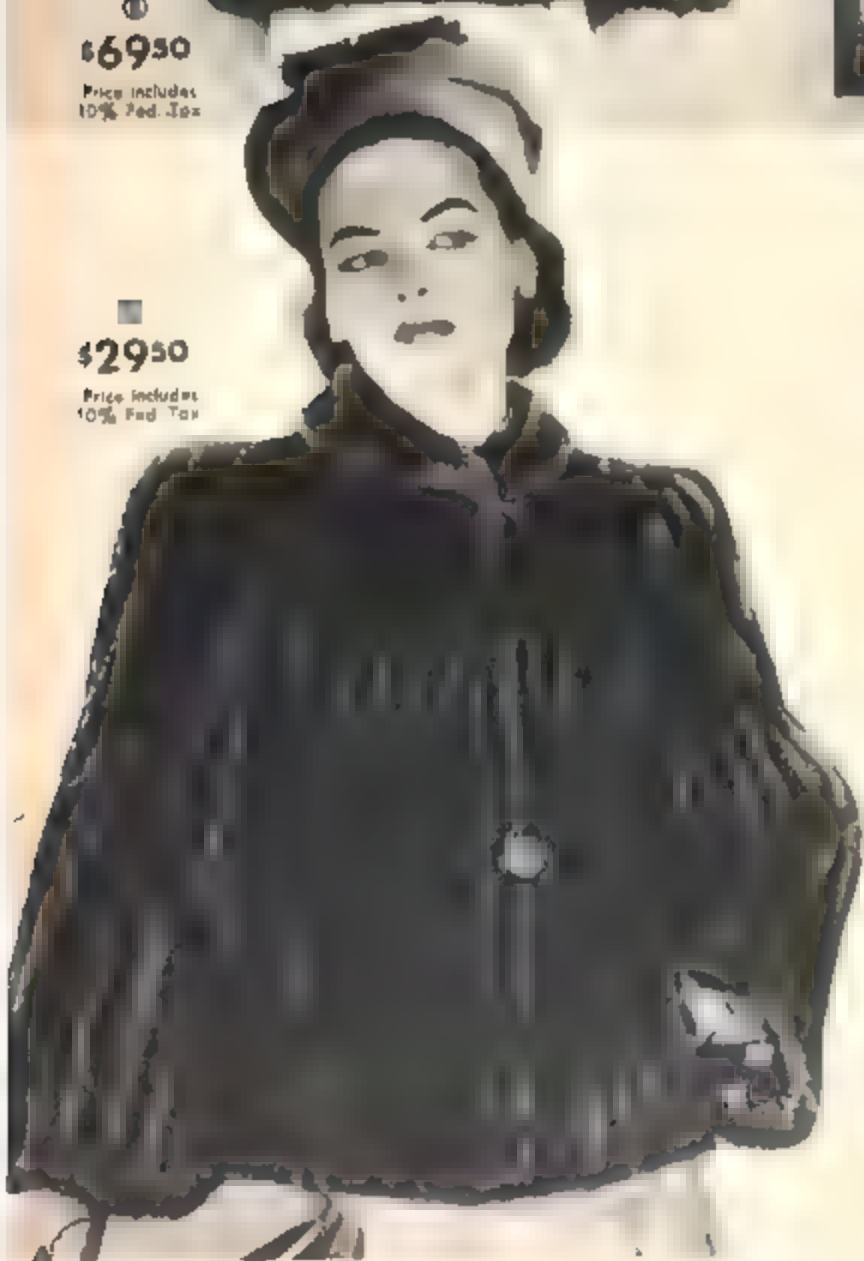
①  
**\$6950**

Price includes  
10% Fed. Tax



②  
**\$4950**

Price includes  
10% Fed. Tax



③  
**\$2950**

Price includes  
10% Fed. Tax

## Glamorous Fur Jackets

Smart with everything; lovely with tailored suits.  
All fur is guaranteed against defects for one year.  
Protective ruching at neck and sleeves, Armshields,  
Windshields, interlining add value to every jacket

② Soft, flattering Blue Fox-dyed Guanaco, 24 in. Jacket  
Spiral sleeves . . . semi-tuxedo front ends in two pockets **\$4950**

Smart cardigan style. Fluffy skins are intermittently mounted on matching tapes to eliminate bulk and give fur soft drape. Three-hook closing. Lined with rayon re-pe back satin guaranteed to wear two years. Color: smoky taupe (Blue Fox dyed Guanaco) Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. State size

◆ 17 CD 5310—Ship. wt. 3 lbs. 8 oz. Price includes 10% federal tax **\$49.50**

① Fine quality fluffy Australian Fox 26 inch Jacket  
in luxurious Silver-Dyed Fox or Natural Red Fox fur **\$6950**

Made only of full skins. Lined with rayon re-pe back satin guaranteed to wear two years. Interlined covering material in collar and sleeves eliminates bulk. Jacket fastens with 3 hooks. Colors: Silver dyed Fox or Natural Red Fox (fur Misses' sizes also fit Juniors) 12, 14, 16, 18, 20. State size and color

◆ 17 CD 5308—Ship. wt. 3 lbs. 8 oz. Price includes 10% federal tax **\$69.50**

③ Fine smooth brown Sable-dyed Coney 24 inch Jacket  
Extra-wide overlap, roll collar, full-cut sleeves **\$2950**

Smart, styled with intermittent velvet collar. Fastens with button at neck and an extra button at waist. Two pockets. Lined with rayon satin guaranteed to wear two years. Color: brown (sable-dyed Coney fur) Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size

◆ 17 CD 5312—Ship. wt. 3 lbs. 12 oz. Price includes 10% federal tax **\$29.50**

### How to order . . . Customer service information

Order and pay postage only from nearest Sears mail order house. Furs are shipped from New York, suits from New York or Kansas City whichever is nearest you. Check your size see measurements, page 1030. For easy terms, see inside back cover

# Man-tailored Link-Button Classic

Our famous Kerrybrooke\*  
suit in three qualities  
is man-tailored to give  
lasting wear, fit, style



#### Value features in these Suits

1. Under-collar reinforced to retain good looks, shape, thru long wear
2. Revers reinforced, well-stitched.
3. Fronts and lapels are hand basted, then reinforced with fine canvas.
4. Armholes hand basted, reinforced with tape; then all hand felled.
5. Shoulders are lightly padded.
6. Pocket corners are back-stitched.
7. Sleeves finished with open vent, button trim, like fine men's wear

The link-button suit that's always in fashion — always in good taste — becoming to every figure at large. Has some jacket has notched collar, set pockets and lapels, or revers. Center back opening a 1/2" to 1" deep. Frontal pocket, hand pressed skirt has kick pleat. All styles, plain, check, stripe, etc. Suit comes in 3 qualities — all a lady's own kind wear. For the Rayon Twill that's guaranteed to wear for two years.

In our good quality Glen Plaid Tweed, 40% new wool, 50% rayon, 10% cotton **\$12<sup>98</sup>**

Warm suiting — see women's wear. Look at these colors. Colors: Glen Plaid — check and white. Colors: Glen Plaid — Misses' sizes 12, 14, 16, 18, 20. State size, color. ♦17 ND 6926 — Shipping weight 3 pounds **\$12 98**

In our better quality Herringbone Tweed, 45% splendid warm new wool, 55% rayon **\$14<sup>98</sup>**

Superior wool with soft rayon — texture like a beauty. Colors: Herringbone — new and white. Colors: Herringbone — Misses' sizes 12, 14, 16, 18, 20. State size, color. ♦17 ND 6927 — Shipping weight 3 lbs. **\$14 98**

Our best quality pin-stripe worsted, 100% new wool of our finest quality **\$16<sup>98</sup>**

Classic beauty — great quality. Smooth. Colors: Pin-Stripe — new and white. Colors: Pin-Stripe — Misses' sizes 12, 14, 16, 18, 20. Women's sizes 36, 38, 40, 42. State size, color. ♦17 ND 6928 — shipping weight 3 pounds **\$16 98**



Glen Plaid

Herringbone

Kerrybrooke  
CLASSIC

\*Kerrybrooke is Sears own name for  
solid clothes. Styles of the min-  
ute fashions wearable for years.

Pin-Stripe

PAGE 27 SUITS



## Classic Three-button Suit

in all new wool tweed

**\$12<sup>75</sup>** Sizes 12 to 20

## Smart Topcoat Man-tailored

in the same fine fabric

**\$12<sup>75</sup>** Sizes 12 to 20

### Classic three-button Suit

Simple, wearable notch-collar style. Jacket is fully man tailored with interlined fronts and lapels, taped armholes. Will hold its good lines through long wear. Has new natural shoulders, gored back. Waistline darted just enough to flatter your figure and have easy comfortable feel. Two flap pockets are double stitched to look like patch pockets; simulated breast pocket. Skirt has gored back, two inverted pleats in front, zip placket, taped hem. The all new wool herringbone tweed in our finest quality. Warm, rugged and soft, richly colored. Jacket fully lined with our splendid quality Earl-Glo rayon twill guaranteed to wear two years. Length abt. 25 in. Colors: herringbone in brown-and-beige or in blue-and-brown.

**Misses' sizes:** 12, 14, 16, 18, 20. **State size and color.** Shipping weight, 3 pounds.

◆17 ND 6938 ..... \$12.75

### Man-tailored Topcoat

This coat has same classic lines as the suit shown on this page. Is man tailored with care and skill, fronts reinforced, armholes taped. Will keep its good lines through long lifetime of wear. Back is beautifully cut with center seam and closed vent. Flap pockets stitched to simulate patch pockets. Armholes are roomy and sleeves are wide: coat goes on easily over suit or heavy dress. All new wool herringbone tweed is our finest, has soft texture firm weave. Fully interlined. Lined with Earl-Glo rayon twill guaranteed to wear 2 years. Colors: herringbone in brown-and-beige or in blue-and-brown. **Misses' sizes:** 12, 14, 16, 18, 20. **State size and color.**

◆17 ND 6939. Shpg. wt., 4 lbs., \$12.75

Garments marked ◆ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears-Roebuck mail order house.

**Kerrybrooke**  
CASUALS

Kerrybrooke is our own name for casual clothes

# Popular Button-up Suit

in all new wool tweed

**\$15.75**  
Sizes 12 to 20

# Warm Boxy Coat Raccoon Fur Collar

in the same rich tweed

**\$28.50**  
Sizes 12 to 20

## Popular button-up Suit

Most youthful practical classic suit you can choose. It buttons up warmly and prettily.

depth

width

our highest standard

gores in back and

new wool herringbone

look. Skirt is cut with

and front, zip placket,

new wool herringbone

Colors

State size and color

7 ND 694

\$15.75

## Boxy Coat, racoon fur collar

width

depth

Colors

State size and color

7 ND 694

\$28.50

Base forms are adjustable

Check you size

For hats, gloves, shoes

shown in these windows



**Kerrybrooke**  
CASUALS

Kerrybrooke is our own  
name for casual clothes

Garments on this page are some tweed, some rayon, or garments opposite. Both suits blend with both coats.

PAGE 29... COATS, SUITS





## Junior Specials

**\$7.98**  
Each

Color, style, dash  
in Sizes 11 to 19

### Dirndl Suit

New dirndl skirt has  
fullness gathered  
under the waist where  
the skirt is as full  
as you want. Jacket  
is a straight jacket  
with 2 buttoned  
front and 5% re-  
use wool 48% of  
the skirt is made  
of rayon twill  
that is guaranteed  
to wear for two years.

Colors: red or white  
The Juniors' sizes 11  
13, 15, 17, 19. State  
size, color. Shipping  
weight 2 lbs.

◆ 17 ND 6935 \$7.98

### Classic Suit

Double-breasted jacket  
with a full skirt and  
a full skirt. Jacket  
is a straight jacket  
with 2 buttoned  
front and 5% re-  
use wool 48% of  
the skirt is made  
of rayon twill  
that is guaranteed  
to wear for two years.

Colors: red or white  
The Juniors' sizes 11  
13, 15, 17, 19. State  
size, color. Shipping  
weight 2 lbs.

◆ 7 ND 6936 \$7.98

## Our lowest-priced misses' size Suits

Classic fabrics well cut, accurately sized for 12 to 20

**\$10.88**

### Three-button Suit

Classic jacket has buttoned  
front and 3 buttoned  
front. Jacket is a  
straight jacket with  
2 buttoned front and  
5% re-use wool 48% of  
the skirt is made  
of rayon twill that  
is guaranteed to  
wear for two years.

Colors: Herringbone tweed  
The Misses' sizes 12, 14,  
16, 18, 20. State size,  
color. Shipping weight 2 lbs.

◆ 17 ND 6933 \$10.88

**\$9.98**

### Dressmaker Suit

New suit with soft casual lines  
and 3 buttoned front. Jacket  
is a straight jacket with  
2 buttoned front and  
5% re-use wool 48% of  
the skirt is made  
of rayon twill that  
is guaranteed to  
wear for two years.

Colors: color Rebeck brown  
The Misses' sizes 12, 14,  
16, 18, 20. State size,  
color. Shipping weight 2 lbs.

◆ 17 ND 6934 \$9.98

**\$10.88**

### Classic Tweed

Classic jacket of thick wool  
and 3 buttoned front. Jacket  
is a straight jacket with  
2 buttoned front and  
5% re-use wool 48% of  
the skirt is made  
of rayon twill that  
is guaranteed to  
wear for two years.

Colors: color Rebeck brown  
The Misses' sizes 12, 14,  
16, 18, 20. State size,  
color. Shipping weight 2 lbs.

◆ 17 ND 6932 \$10.88



Zip fastenings on these pages made before  
government regulations were issued restricting  
use of zip fastening in garment at this time

### How to order—customer service information

Check your size (see measurement on page 1130 in this book  
For explanation of wool term, see page 129 back of book  
For easy terms, see inside back cover of this catalog

Suits marked ◆ on these two pages are shipped from Kansas  
City or New York, whichever is nearer you. Send order to and  
pay postage only from your nearest Sears mail order house.







Fabric of 7-button suit

Fabric of cardigan suit

Fabric of 3-button suit

# **\$1500** EACH **Our Greatest Suit Values**

Classic fashions...with top quality tailoring...in enduring fabrics

A good suit is the most important thing in your wardrobe. You wear it in all seasons. You expect it to last a long time. And now...more than ever...you must have a suit you can count on, a suit that will serve you for years. To meet this trend of the times, we have made these handsome suits. Their fabrics are magnificent...finer than any Tweeds ever used in Sears suits at this price. The simple styles are classic perfection. The tailoring meets our highest standards. Read panel below, see the superb value built right into each suit. All styles in misses' sizes 12 to 20. Every one is a record value!

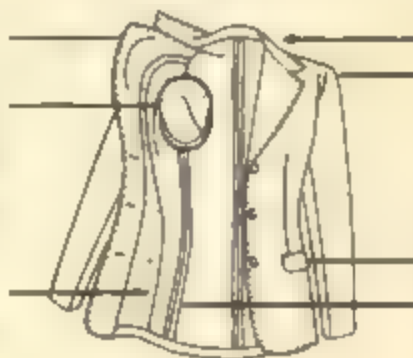
## **Finest tailoring ever offered in a Kerrybrooke Suit at this price:**

Collars and lapels, reinforced with shape-retaining canvas.

Armholes reinforced with tape, stitched in when sleeves are sewn into jacket. Resists rip or strain, holds shape well.

Jacket fronts reinforced, full-length, with a shape-retaining canvas...for good fit, smart lines, through long service.

Each skirt has zipped placket, taped hem, well-shaped gores.



Under-collar well stitched to shape-retaining reinforcement.

New, naturally-shaped shoulder pads accent the good lines of each suit; flatter the figure.

Pockets are reinforced at the corners by firm even rows of back-stitching...to resist sag, strain or pull during wear.

Half-inch seams, throughout each suit, prevent seams from pulling; insure extra fine wear.

**Popular 7-button Suit** in hounds-tooth tweed. Handsomely tailored as specified in the panel above. Has youthful, round collar that buttons up warmly...or opens into pretty V-line. Well-stitched collar and fronts; stitched flap pockets. Well placed darts accent the good cut of the waistline. Skirt is gored in back, two box pleats in front. Fastens with zip placket has taped hem. Entire suit of fine tweed (75% new wool, 25% reused wool). Jacket fully lined in Skinner's rayon crepe guaranteed to wear for two years. Colors: hounds-tooth check combining blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size.

◆ 17 ND 6923—Shpg. wt., 3 lbs., \$15.00

**Classic cardigan Suit** in herringbone tweed. Magnificently tailored as specified in panel above. Has dickey collar of Skinner's rayon crepe, to match lining. Enables you to wear jacket without a blouse...is easily detachable when you wish to wear separate blouse. Jacket has double stitching down fronts, and on pockets. Beautifully cut with center-back seam...and darted waistline. Four-gored skirt has inverted pleat, front and back. Zip placket, taped hem. Tweed is all new wool. Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years. Color: herringbone in blue-and-brown. Misses' sizes: 12, 14, 16, 18, 20. State size.

◆ 17 ND 6924—Shpg. wt., 3 lbs., \$15.00

**Classic Three-button Suit** in plaid tweed. Wonderfully well tailored as specified above. Jacket has well-stitched notched collar and revers. Slit pockets beautifully piped. Darts, from shoulders to pockets, give jacket good lines and make it very easy to wear. Two-piece center-seamed back. Gored skirt has an inverted pleat and welt seams that look like additional pleats. Zipped placket and taped hem. Fabric is fine tweed (55% new wool, 45% reprocessed wool). Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years.

Colors: plaid in blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size.

◆ 17 ND 6925—Shpg. wt., 3 lbs., \$15.00



All 7 buttons show when the jacket is fully buttoned

## **How to order...and customer service information**

Check your size...see measurements on page 1030. Easy terms are available...see the inside back cover. Wool terms of fabrics, explained on page 1029.

These suits were made before government regulations were issued restricting use of zip-fastenings in suits of this kind.

Suits marked ◆ on these two pages are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears, Roebuck and Co. mail order house.



Kerrybrooke  
SUITS

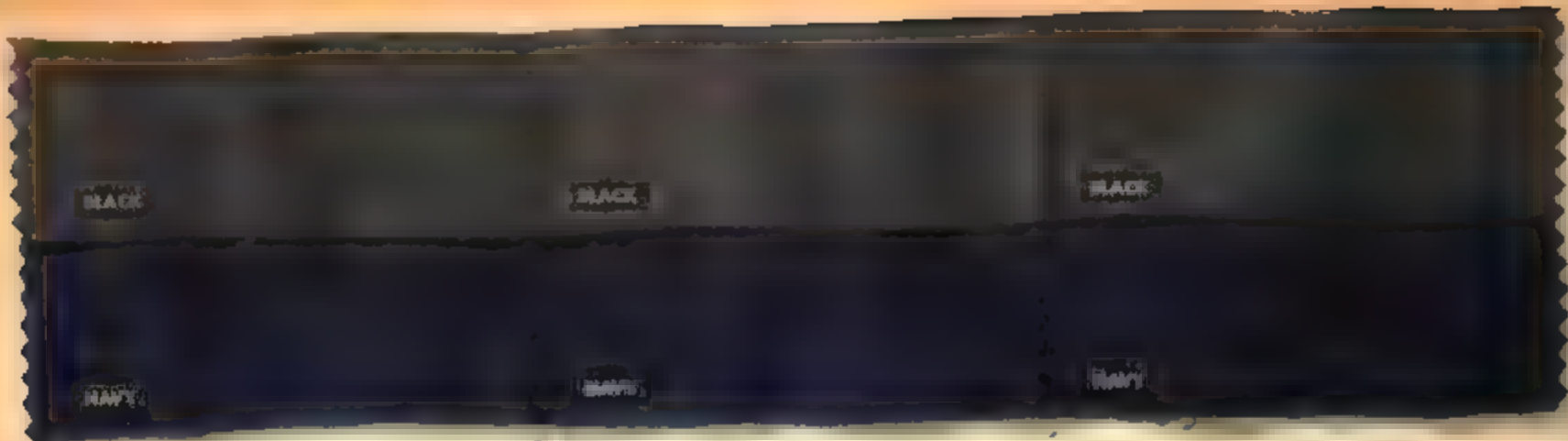
Kerrybrooke® is Sears own name for casual clothes - styles of the minute fashions wearable for years

▶ **The Seven-button suit**

**The Cardigan suit**

**The Three-button suit**





In good quality rayon, \$2.98

In better quality rayon, \$4.98

In best quality rayon, \$6.98

# The all-important Basic Dress

Newest versions of the flattering V-neck Frock and Dickey Dress

Plan a basic dress to be the mainstay of your wardrobe. The becoming dark frock to wear everywhere is a first favorite of well-dressed women. Soft line folds on the original V-neck basic dress make a perfect background for accessories. The equally flattering dickey dress has its own crisp tailored white dickey, as shown, try it with other neckwear for a change of mood. Both styles are available in three qualities each. So choose the best you can afford—as a smart fashion investment for many uses, for long satisfactory wear. In misses' sizes 12 to 20 and women's sizes 34 to 44.

Our good quality **\$2.98**  
in both styles Each

## Good quality V-neck Basic

The \$2.98 version of your favorite background dress in our good quality firmly woven Rayon fabric. A fresh, white flower corsage accents the becoming neckline. Made with 1/2-in. pinked seams throughout. 2-in. hem with blindstitch finish. Self fabric belt and covered buckle. Clean finish inside and out. Dry clean. Colors: Black or Navy. State size and color. Shpg. wt., ea., 1 lb. 6 oz.  
 ♦31 ND 5000—Misses' sizes: 12, 14, 16, 18, 20 only \$2.98  
 ♦31 ND 5700—Women's sizes: 34, 36, 38, 40, 42, 44 \$2.98

## Good quality Dickey Dress

Budget-priced edition of our flattering dickey dress comes in good quality firmly woven Rayon fabric. Made with all 1/2-in. wide pinked seams throughout; self fabric belt and covered buckle; blindstitched 2-in. hem, clean finish inside and out. Dry clean. Tailored white cotton dickey is detachable for washing. Colors: Navy or Black. State size and color. Shpg. wt., ea., 1 lb. 6 oz.  
 ♦31 ND 5050—Misses' sizes: 12, 14, 16, 18, 20 only \$2.98  
 ♦31 ND 5750—Women's sizes: 34, 36, 38, 40, 42, 44 \$2.98

Our better quality **\$4.98**  
in both styles Each

## Better quality V-neck Basic

A more dressy fabric and better workmanship to give you the most value for \$4.98. We've used better quality smooth Rayon Crepe that has a flattering drape and soft luster. Made with fine dressmaker finishing details both inside and out. Re-inforced belt for satisfactory wear. Double gardenia corsage for a flattering white accent. Dry clean. Colors: Black or Navy. State size and color. Shpg. wt., ea., 1 lb. 6 oz.  
 ♦31 ND 5001—Misses' sizes: 12, 14, 16, 18, 20 only \$4.98  
 ♦31 ND 5701—Women's sizes: 34, 36, 38, 40, 42, 44 \$4.98

## Better quality Dickey Dress

You'll like the fabric we've used—it is our better quality smooth Rayon Crepe with a flattering drape and soft luster. Made with fine dressmaker finishing details throughout. Belt is re-inforced for longer and more satisfactory wear; fabric covered buckle. Crisp white rayon dickey detaches for easy washing. Good workmanship. Dry cleanable. Colors: Navy or Black. State size and color. Shpg. wt., ea., 1 lb. 6 oz.  
 ♦31 ND 5051—Misses' sizes: 12, 14, 16, 18, 20 only \$4.98  
 ♦31 ND 5751—Women's sizes: 34, 36, 38, 40, 42, 44 \$4.98

Our best quality **\$6.98**  
in both styles Each

## Our best quality V-neck Basic

Perfectly designed dress, flattering to all figures because of its wearable lines. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. A double gardenia corsage accents the V-neckline... deep stitched folds release fullness to the bodice... fan tucking slenderness your waist. Becoming elbow length sleeves, luxurious unpressed pleats in the skirt. Wear it also with your own jewelry and accessories. Our finest standards of workmanship. Dry clean. Colors: Black or Navy. State size and color.  
 ♦31 ND 5002—Misses' sizes: 12, 14, 16, 18, 20 only  
 ♦31 ND 5702—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress... \$6.98

## Our best quality Dickey Dress

Your dress to live in, for its completely wearable lines and its endless variety whenever you change-off dickeys. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. With smooth feminine shoulders, padded just right, smart 3/4 length sleeves. Soft bodice fullness coming from yoke, and sleek-fitting midriff panel to nip in the waist; graceful unpressed skirt pleats. Best quality detachable rayon dickey. Our highest standards of workmanship. Dry clean. Colors: Navy or Black. State size and color.  
 ♦31 ND 5052—Misses' sizes: 12, 14, 16, 18, 20 only  
 ♦31 ND 5752—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress... \$6.98

How to order... and customer service information

Check your size for measuring directions see page 1030. Available on easy terms details on inside back cover. Use the index to find hats, gloves, and other neckwear.

Dresses on these pages marked ♦ are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



*Charmade*  
BASIC DRESSES

"Charmade" — Seals own name for  
dresses — one of the minute  
fashions wearable for years

The V-neck Basic Dress

The Dickey Dress



Good Quality Shirtrock Fabric

Better Quality Shirtrock Fabric

Best Quality Flannel Shirtrock

Good Gabardine Button-front

Better Gabardine Button-front

Best Gabardine Button-front

# The Shirtrock and Button-front

Two popular Kerrybrooke Classics with superb tailoring and styling

Because they flatter every figure . . . they are becomingly youthful . . . they are right every hour in a long active day, these dresses are the classics you're loyal to season after season. Here are our newest versions. Both have the extra value look that only fine tailoring achieves. Both come in three qualities of the most popular fabrics for Fall and Winter. Choose the best you can afford, as a fashion investment for years of satisfied wear. The shirtrock comes in sizes for juniors, misses, and women. The button-front comes in sizes for misses, women and in half sizes for shorter women.

Our good quality **\$3<sup>98</sup>**  
in both dresses Each

## Good quality Shirtrock

Fabric is good soft-textured rayon. Workmanship includes  $\frac{1}{2}$ -in seams, pinked throughout. Shaped shoulder pads, and non-rip back stitching. Trimming of good grade simulated leather buttons and matching belt. Styled exactly like best quality. Colors: Cadet Blue or Beige. State size, color. Shpg. wt., ea. 1 lb. 8 oz.  
 ♦31 ND 5003—Misses' sizes: 12, 14, 16, 18, 20 only \$3.98  
 ♦31 ND 5703—Women's sizes: 34, 36, 38, 40, 42, 44 \$3.98  
 ♦31 ND 5503—Juniors' sizes: 9, 11, 13, 15, 17 only \$3.98

## Good quality Button-front

Fabric is our good rayon gabardine. Workmanship includes pinked seams  $\frac{1}{2}$ -in wide throughout, hemmed front facings, shaped shoulder pads. Trimming of matching color buttons, self fabric belt, covered buckle. Styled just like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea. 1 lb. 8 oz.  
 ♦31 ND 5006—Misses' sizes: 12, 14, 16, 18, 20 only \$3.98  
 ♦31 ND 5706—Women's sizes: 34, 36, 38, 40, 42, 44 \$3.98  
 ♦31 ND 5606—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  \$3.98

Our better quality **\$6<sup>98</sup>**  
in both dresses Each

## Better quality Shirtrock

Fabric is better quality soft rayon. Workmanship has same features as the good quality, plus finer stitching in all seams, clean finish inside and out. Trimming details include 3 real leather buttons and sturdy leather belt. Styling same as our best quality. Colors: Cadet Blue or Beige. State size, color. Shipping wt., ea. 1 lb. 8 oz.  
 ♦31 ND 5004—Misses' sizes: 12, 14, 16, 18, 20 only \$6.98  
 ♦31 ND 5704—Women's sizes: 34, 36, 38, 40, 42, 44 \$6.98  
 ♦31 ND 5504—Juniors' sizes: 9, 11, 13, 15, 17 only \$6.98

## Better quality Button-front

Fabric is our better quality firm rayon gabardine for strength, longer wear. Workmanship same as good quality, plus 2-in. hems, finer stitching throughout. Trimming of tailored belt, re-inforced for longer more satisfactory wearing. Style exactly like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea. 1 lb. 8 oz.  
 ♦31 ND 5007—Misses' sizes: 12, 14, 16, 18, 20 only \$6.98  
 ♦31 ND 5707—Women's sizes: 34, 36, 38, 40, 42, 44 \$6.98  
 ♦31 ND 5607—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$  \$6.98

Our best quality **\$8<sup>98</sup>**  
in both dresses Each

## Our best quality Shirtrock

Fabric is famous 100% All Wool Botany Flannel. Workmanship same as better quality plus double stitching on collar, sleeves and bodice pocket. Trimming of high grade leather belt and buttons. Styling—the best in tailoring and design makes this a flattering, easy to wear shirtrock. Smooth shoulder yoke front and back, slender dart-fitted waist, goared skirt with inverted box pleat centered front and back, slanted bodice pocket,  $\frac{3}{4}$  length bracelet sleeves. It looks custom-made! Colors: Cadet Blue or Beige. State size, color.  
 ♦31 ND 5005—Misses' sizes: 12, 14, 16, 18, 20.  
 ♦31 ND 5705—Women's sizes: 34, 36, 38, 40, 42, 44.  
 ♦31 ND 5505—Juniors' sizes: 9, 11, 13, 15, 17.  
 Shipping wt., ea., 1 lb. 8 oz. Each dress \$8.98

## Our best quality Button-front

Fabric is our best sturdy smooth rayon gabardine that tapers so beautifully. Vitalized to prevent sag and stretch. Treated to resist wrinkling. Workmanship includes extra-fine finish details both inside and out to meet our highest standards. Styled with flattery for all who wear it in the slimming lines of this go-everywhere dress. Notched collar, two tailored pockets,  $\frac{3}{4}$  length sleeves. Buttons spaced in pairs for added interest. Stitched flaring gores front and back. Colors: Beige or Cadet Blue. State size, color.  
 ♦31 ND 5008—Misses' sizes: 12, 14, 16, 18, 20 only.  
 ♦31 ND 5708—Women's sizes: 34, 36, 38, 40, 42, 44.  
 ♦31 ND 5608—Half sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ . Shpg. wt., each, 1 lb. 8 oz., \$8.98

How to order . . . and customer service information

Size Scales page 1030. Shorter Women's size scale, page 54. Available on Easy Terms details on Inside Back Cover. For best results, we recommend dry cleaning these dresses.

Dresses on these pages marked ♦ are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



V. Perry  
 CLASS 625, 3

The classic Short-sleeved

The classic Button-front

The short-sleeved dress is the most popular for a woman's wardrobe. It is the most versatile and the most adaptable.





Kerrybrooke  
CLASSIC DRESSES

Kerrybrooke is our own name for casual clothes. Styles of the minute . . . fashions wearable for years.

The soft Surplice Dress

The two-piece Suit Dress

Back view of Surplice Dress

Back view of Suit Dress



NAVY

SOLDIER BLUE

BLACK

MEDIUM GREEN

Fabric and colors of the Surplice Dress

Fabric and colors of the Suit Dress

**\$4<sup>98</sup>**  
EACH**Sears Famous \$4<sup>98</sup> Dresses**

Classic fashions . . with top quality tailoring . . in long-wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles, each with a detachable dickey:—the soft surplice neckline frock, and the flattering two-piece suit dress.

**All these Fine Workmanship details add Looks and Value to your dress**

Shaped shoulder pads covered with self fabric have flat interlining

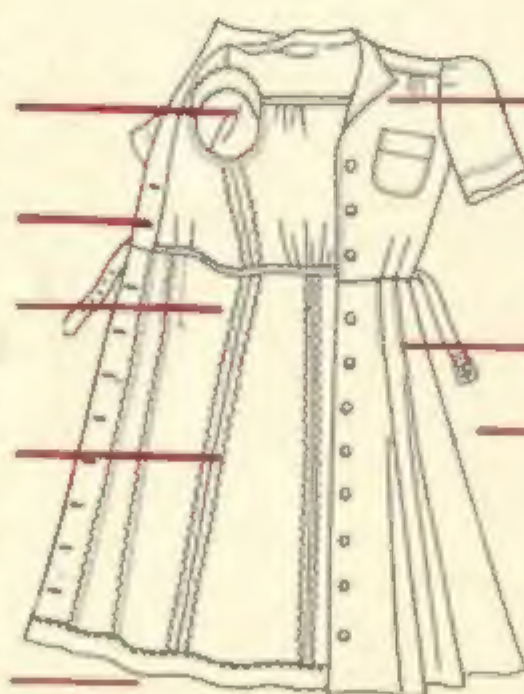
Non-ravel buttonholes with extra fine purled stitch. Guaranteed to be uniformly spaced with buttons

Taped at waist, yokes, points of strain for neatness and long wear

Generous  $\frac{3}{4}$ -in. pinked side seams, all others  $\frac{1}{2}$ -in. wide and pinked

Best-type top stitching throughout like higher priced dresses

2-inch hems are machine-stitched and overcast for a clean finish



Straight stitching, steam pressing, clean finish inside and outside like more expensive dresses

Figure-fitting waistlines with smooth concealed side-plackets

Back stitching on all pleats and tucks to guard against ripping

Self fabric belts reinforced for long wear, and covered buckles

Vat-dyed thread used throughout dress matches the colors exactly

Fabric tested and chosen for durability, firmness and tailoring

**The soft Surplice Dress** you can wear successfully with or without its dickey, or with other neckwear. Deep rolling neckline and slenderizing hip yoke are new and becoming fashion details. Bodice ease comes from shoulder yoke and gathers at the waistline. Back of bodice is smoothly dart-fitted. Flaring skirt gathers on-to yoke in front with slimming molded hip line. Back of skirt has well-cut gores. In good quality dry cleanable Rayon Alpaca-type Fabric. Colors: Navy or Black.

State size and color. Shipping weight, each, 1 pound 6 ounces.

◆31 ND 5009—Misses' sizes: 12, 14, 16, 18, 20 only...\$4.98

**The two-piece Suit Dress**—so successful that it's become a classic! It's a double-duty style you can wear as a dress or a suit! Flattering tailored jacket with a detachable white dickey collar. Inset belt ties in front and gives you a nipped-in waist. Two big patch pockets; smart bracelet length sleeves. Gored skirt has inverted front kick pleat. Dry cleanable smooth texture Rayon. Colors: Soldier Blue or Medium Green. State size and color. Shipping weight, each dress, 1 pound 6 ounces.

◆31 ND 5010—Misses' sizes: 12, 14, 16, 18, 20 only...\$4.98

◆31 ND 5710—Women's sizes: 34, 36, 38, 40, 42, 44...\$4.98

**How to order . . and customer service information**

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Check your size . . for measuring directions, see page 1030. Available on Easy Terms . . see details on inside back cover. Use the Index . . to find hats, bags, accessories shown here.



SOLDIER BLUE

ROSEWINE

ROSEWINE

BLACK

Fabric and colors for the Dickey Dress

Fabric and colors for the Shirtrock

**\$4.98**  
EACH**Sears Famous \$4.98 Dresses**

Classic fashions .. with top quality tailoring .. in long wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles:—the easy to wear dickey dress in a new button-front version, and the smartly flattering dress-up shirtrock.

**All these Fine Workmanship details add Looks and Value to your dress**

Shaped shoulder pads covered with self fabric have flat interlining

Non-ravel buttonholes with extra fine perled stitch. Guaranteed to be uniformly spaced with buttons

Taped at waist, yokes, points of strain for neatness and long wear

Generous  $\frac{3}{8}$ -in. pinked side seams, all others  $\frac{1}{2}$ -in. wide and pinked

Best-type top stitching throughout like higher priced dresses

2-inch hems are machine-stitched and overcast for a clean finish



Straight stitching, steam pressing, clean finish inside and outside like more expensive dresses

Figure-fitting waistlines with smooth concealed side-plackets

Back stitching on all pleats and tucks to guard against ripping

Self fabric belts reinforced for long wear, and covered buckles

Vat-dyed thread used throughout dress matches the colors exactly

Fabric tested and chosen for durability, firmness and tailoring

The button-front Dickey Dress is a wardrobe standby. Worn with other dickey collars it offers endless variety. The well cut surplice top uses darts and tucks to supply soft ease. Gored skirt has flaring unpressed pleats stitched part way down; slims your hips. Made of smooth firm rayon with matching composition buttons. Dry clean dress. Remove dickey to wash it separately. Colors: Soldier Blue or Rosewine. State size and color. Shipping weight, each dress, 1 lb. 6 oz.

◆31 ND 5016—Sizes: 12, 14, 16, 18, 20. Also 38, 40, ... \$4.98  
◆31 ND 5616—Shorter women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ .....\$4.98

Dress-up Shirtrock precisely tailored in fine Rayon alpaca-type fabric, simple in its lines and becoming to everyone. Convertible neckline; plenty of ease through bodice top; blouse back with yoke to inject gentle gathered fullness. Square stitched pocket, and matching gilt-rimmed buttons add a luxury look. Skirt has double stitched kick pleat in front and back. Dry clean.

Colors: Rosewine or Black. State size, color. Shpg. wt., 1 lb. 6 oz.  
◆31 ND 5015—Misses' sizes: 12, 14, 16, 18, 20 only.....\$4.98  
◆31 ND 5715—Women's sizes: 34, 36, 38, 40, 42, 44, ... \$4.98  
◆31 ND 5615—Shorter Women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ .....\$4.98

**How to order... and customer service information**

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See scales, Page 1030. Shorter Women's size scale, Page 54. Available on Easy Terms—see details on inside back cover. Use the Index—to find hats, gloves, accessories shown.





**Kerrybrooke**  
CLASSIC DRESSES

Kerrybrooke is our own name for  
casual clothes... styles of the minute  
... fashions wearable for years

**The Dickey Dress**

**The Shirtfrock**

Back view of  
Dickey Dress

Back view of  
Shirtfrock